

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE  
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS  
GOVERNOR'S PREVENTION ADVISORY COUNCIL**

**February 25, 2005  
9:30 a.m. to 12:30 p.m.**

**MINUTES**

The Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on February 25, 2005, at the Department of Alcohol and Drug Programs (ADP). These minutes provide a brief summary of the discussions and decisions made during the Council meeting.

**INTRODUCTIONS**

Michael S. Cunningham, Deputy Director of ADP's Program Services Division (PSD), welcomed the Council members and guests. Kathryn P. Jett, ADP's Director and Chair of the GPAC, was unable to attend the meeting. Michael began the meeting by announcing the following changes to the Council's membership:

- (1) As Jerry Jolly, Director of the Department of Alcoholic Beverage Control (ABC), had announced at the prior GPAC meeting, Lauren Tyson, ABC's workgroup representative, is retiring. Her Council seat is being filled by Everest Robillard, Chief of Internal Affairs/Special Projects. (Mr. Robillard attended the meeting.)
- (2) Joyce Fong, the workgroup representative for the Office of Emergency Services (OES), is no longer on the Council. Replacing her will be Kirby Everhart, Chief, Public Safety Branch. (Mr. Everhart was present at the meeting.)
- (3) Scott Frizzie, Deputy Director, Criminal Justice Programs Division, is the new policy representative for OES. (Mr. Frizzie did not attend the meeting.)
- (4) Sean Walsh has been appointed Director of the Governor's Office of Planning and Research and replaces Jan Boel as the Governor's Representative on the Council. (Ms. Boel attended the meeting on behalf of Mr. Walsh.)

The attendance list of the GPAC members for this meeting is attached.

Following the introductions, Michael initiated discussion on ways the member agencies can collaborate and support one another's efforts on projects. He mentioned Director Jett's desire for the Council to support all member agencies and organizations involved, and not simply to act as an oversight agency. Michael expressed hopes of beginning a dialogue in terms of which projects or activities within member organizations might benefit from coordination and collaboration among Council members.

Michael next reviewed the information provided to Council members in their meeting folders.

## **PRESENTATION**

Scott MacGregor, Assistant Chief, Planning and Analysis Division, California Department of Highway Patrol (CHP), gave a presentation on the “Every 15 Minutes Program” and the “Corridor Program”.

The “Every 15 Minutes Program” is part of the education component of the CHP. It brings together a broad coalition of community agencies and personnel with the shared goal of trying to curb youth drinking and driving. The two-day program, based on the early 1990’s statistic of one person being killed as a result of drunk driving every fifteen minutes, focuses on a target audience of high school juniors and seniors. It challenges these youth to think about drinking, driving, personal safety, the responsibility of making mature decisions, and the impact their decisions have on family, friends, and many others.

The Corridor Safety Projects, which began in the early 1990’s, brought attention to those sections of California highways that record a high level of traffic fatalities. Working with community stakeholders (fire personnel, police, businesses, schools, county roads, California Department of Transportation), a task force was formed around these areas to try and improve roads and reduce fatal traffic accidents. Regions that have utilized this approach have seen reductions in collisions. This approach was then applied to the college environment.

The Corridor Safety Projects identified two college campuses at which to utilize this approach: Fresno State and San Jose State. Grant funding provided for the formation of collaboratives and the development of educational programming on campus, with the goals of decreasing driving-under-the-influence-involved collisions and improving/developing partnerships towards these ends. Since the beginning of this project in Fall of 2003, there has been a 38 percent decrease in collisions at San Jose State, and no change in the number of collisions at Fresno State, which began more recently.

## **COUNCIL PROJECTS**

### Interagency Prevention Coordination Framework and Planning

Michael Cunningham suggested that the GPAC members bring their agency’s updated information on their programs so that the Council could continue to build upon coordination that is occurring between agencies. One goal of the Council is to serve as a vehicle for cross-agency coordination. The Council should look toward establishing a process, so that this coordination can occur in a way that is consistent and efficient. Council members were asked to consider the specific areas of coordination on which they would like to focus.

One proposed step towards this goal is to survey the other states that have Governor’s Councils to see what is done elsewhere as far as coordination (i.e., what coordinating projects have they undertaken). For example, some states have created joint templates for Request for Proposals on alcohol and other drug projects; some looked at blending

funding sources; some looked at joint monitoring and joint reporting requirements so agencies at the local/community level would not have a plethora of different reporting/data collection methods. Council members agreed that surveying Governor's Councils in other states would be useful. Michael said a survey tool will be developed and distributed to other states; the findings will be reported at the next GPAC meeting.

In addition, as a preparatory step to this increased level of coordination, Michael asked Council members to identify within their own organizations the projects/issues which are most ideal for working in coordination with other organizations and agencies, and identify specific ideas for advancing these endeavors. Council members expressed support of the information-sharing aspect of the GPAC meetings, emphasizing that an important component to coordination is having knowledge about projects and potential sources for collaboration in the first instance.

#### Underage Alcohol Use Workgroup

Lauren Tyson of ABC briefed the Council on the status of the Underage Alcohol Use Workgroup. The Workgroup is in its early stages, and is currently soliciting members for participation. The desired outcome of the Workgroup's efforts is unclear at this time, as there are many different issues that can be addressed (for example, advertising prevalence, content, and influence).

#### Ad Hoc Committee on Methamphetamine

The Ad Hoc Committee on Methamphetamine was established as a result of discussion at a prior GPAC meeting. Lee Chamberlain, Special Agent, U.S. Department of Justice, volunteered to chair this Committee. The purpose of this group will be to look at developing prevention approaches to methamphetamine, which might occur both at the statewide level and/or through local counties or communities.

#### High Rate Underage Users Workgroup

Meredith Rolfe, California Department of Education, presented the findings made by the High Rate Underage Users (HRUU) Workgroup. She gave an overview of the Workgroup's efforts and findings since their first meeting in April 2004. Meredith then presented the Workgroup's recommendations to the Council, which include:

- Develop a statewide awareness campaign targeting school systems and students' parents
- Compile effective resources at the California Healthy Kids Resource Center
- Create a formal state Student Assistance Program (SAP) movement
- Develop California School Board Association (CSBA) policy/regulations to include HRUU and binge drinking component
- Expand network of SAP trainers
- Use brief interventions as an approach to meet the needs of the HRUU
- Introduce legislation to promote SAP development statewide

Meredith then asked the Council whether the Workgroup should proceed into the next phase of progress—implementation. Michael Cunningham pointed out that this issue goes to the core question of what the role of GPAC is---does GPAC's role end with this

initial information-gathering and recommendation stage, or should GPAC's role be to continue to take the next step and facilitate implementation? Council members agreed that the Workgroup should proceed with the implementation phase, and expand its membership to include practitioners, constituents, and any other staff.

### Binge Drinking Strategic Plan Implementation Workgroup

Joël Phillips of the Community Prevention Institute (CPI) presented on the progress of the Binge Drinking Strategic Plan Implementation Workgroup. The Workgroup is in phase two of the planning process, after developing a plan for dealing with binge drinking that involved five goals, 17 objectives, and 51 separate strategies, entitled "Action Plan for Binge Drinking". Since the prior GPAC meeting, the Workgroup has teleconferenced twice in regards to three specific issues:

- Restructuring the Strategic Plan
- The oversight structure for implementing the Strategic Action Plans
- Increasing the involvement of GPAC members

At this time, GPAC members were asked to respond to a needs/resource assessment, prior to the next GPAC meeting, to assist the Workgroup's efforts in these areas. An implementation needs assessment was handed out at the meeting and will also be sent electronically to each member. The resource worksheet invites the GPAC members to identify action plan areas where they, or their associates, had prior experience or current interest in pursuing.

### State Incentive Grant Program

Michael Cunningham provided an update on the State Incentive Grant (SIG) Program. He stated that the thirteen grantees have been selected and are engaged in first year planning efforts. Grantee training on evaluation had occurred on February 24, 2005.

### SIG Evaluation Workgroup

Larry Carr, ADP's Office of Applied Research and Analysis, announced that the SIG Evaluation Workgroup had not met since the prior GPAC meeting, but that the SIG evaluation is going forward. Thirteen counties are involved in the California SIG Program, and are in the first year planning stages. The first year calendar runs from October to October. The Workgroup is currently creating a coalition document, which will be tested by evaluators and, when completed, will be posted on the CPI website.

### California Screening, Brief Intervention, Referral and Treatment Program

Michael announced that a grantees' meeting was held in Washington, D.C., for those states that were awarded with the Screening, Brief Intervention, Referral and Treatment

(SBIRT) federal grant. At this meeting, it was found that along with the seven grantees across the nation, there are seven different SBIRT models being implemented. Part of the discussion at the meeting focused on the utility of the model in different settings (i.e., schools, SAPs, or other community settings).

## **ANNOUNCEMENTS**

- Several Council members announced upcoming meetings of interest.
- The President of the Friday Night Live Collaborative presented awards to Steve Hedrick, Attorney General's Office, and Jerry Jolly, ABC.
- A thank-you was extended to Lauren Tyson, ABC, for all her work for the Council, as this was her final meeting as a Council member.
- Michael reminded the members that the next GPAC meeting is scheduled for May 20.

The meeting adjourned at 12:30 p.m.

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PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS**

***GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)***

February 25, 2005 - 9:30 a.m. – 12:30 p.m.  
Department of Alcohol and Drug Programs  
1700 K Street, First Floor Conference Room  
Sacramento, California 95814

**AGENDA**

**OPENING**

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| 1. Opening Remarks - Kathy Jett                | 9:30–9:40 |
| 2. Introductions - All                         | 9:40-9:50 |
| 3. Agenda/Material Review - Michael Cunningham | 9:50–9:55 |

**PRESENTATION**

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| 4. “Every 15 Minutes Program” and “Corridor Program” –<br>Scott MacGregor, CA Dept. of Highway Patrol | 9:55–10:10 |
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**COUNCIL PROJECTS**

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| 5. Interagency Prevention Coordination Framework<br>and Planning - Kathy Jett/Michael Cunningham  | 10:10-10:40 |
| 6. Underage Alcohol Use Workgroup - Lauren Tyson,<br>Dept. of Alcoholic Beverage Control  | 10:40-10:45 |
| 7. Ad Hoc Committee on Methamphetamine -<br>Michael Cunningham/Lee Chamberlain, Drug<br>Enforcement Administration  | 10:45-10:50 |
| - BREAK -   | 10:50-11:05 |
| 8. Heavy Alcohol and Other Drug Use Among Students<br>Workgroup - Meredith Rolfe, CA Dept. of Education/<br>Joël Phillips, Community Prevention Institute (CPI) | 11:05-11:35 |
| 9. Binge Drinking Strategic Plan Implementation Workgroup –<br>Joël Phillips, CPI   | 11:35-12:05 |
| 10. State Incentive Grant (SIG) Program – Michael Cunningham  | 12:05-12:10 |
| 11. SIG Evaluation Workgroup - Larry Carr, Office of Applied<br>Research and Analysis   | 12:10-12:15 |
| 12. CA Screening, Brief Intervention, Referral and Treatment<br>(CASBIRT) Program - Michael Cunningham  | 12:15-12:20 |

<b><u>ANNOUNCEMENTS</u></b> - Kathy Jett	12:20–12:25
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<b><u>SUMMARY/CLOSING</u></b> - Kathy Jett	12:25–12:30
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{NOTE: The next GPAC meeting has been tentatively scheduled for May 20. Please mark your calendars!}